

2016

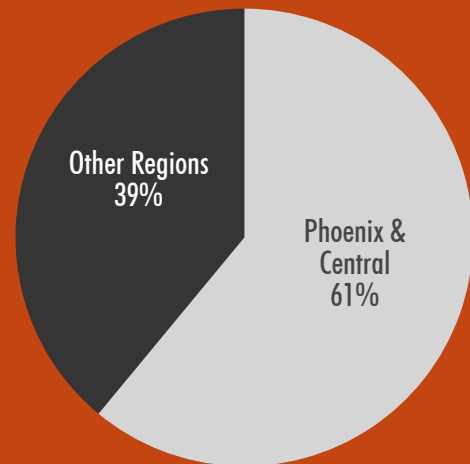
Arizona Domestic Overnight Visitors Arizona vs. Phoenix & Central Region

37.4 MILLION

Domestic Overnight
Visitors to Arizona

22.8 MILLION

Domestic Overnight Visitors to
Phoenix & Central Region



	ARIZONA	PHOENIX & CENTRAL REGION
leisure/business	83.5%/16.5%	86%/14%
non-resident/resident	72%/28%	79%/21%
party size	3.0	2.8
net paid accommodations	68%	61%
expenditures*	\$675	\$581
nights stayed in region	3.5	4.6
average HH income	\$71,350	\$70,822
average age	43.6 YRS	47 YRS